

## Message Text

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PAGE 01 BOGOTA 04930 151717 Z

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ACTION COME-00

INFO OCT-01 ARA-11 ADP-00 EB-11 RSR-01 RSC-01 /025 W

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R 151400 Z JUN 73

FM AMEMBASSY BOGOTA

TO SECSTATE WASHDC 7979

INFO AMEMBASSY CARACAS

AMCONSUL CALI

AMCONSUL MEDELLIN

UNCLAS BOGOTA 4930

E. O. 11652: NA

TAGS: ETRD, CO

SUBJECT: PRINTING AND GRAPHIC ARTS TRADE MISSION

REF: STATE 104674; STATE 110239 CARACAS 4974

SUMMARY: COLOMBIAN ASSOCIATION OF THE GRAPHICS  
INDUSTRY HAS PROPOSED SEVERAL TOPICS FOR AN INFORMAL  
SEMINAR THE ASSOCIATION IS WILLING TO ORGANIZE.  
ASSOCIATION AND EMBASSY SUGGEST THAT FIRST WORKING  
DAY BE MONDAY NOV 26. END SUMMARY.

1. THE COLOMBIAN ASSOCIATION OF THE GRAPHICS  
INDUSTRY IS WILLING TO SPONSOR A SEMINAR SESSION.  
SUGGESTED TOPICS ARE:

A. TECHNOLOGICAL ADVANCES IN THE U. S. IN INDUSTRIAL  
PRINTING AND GRAPHICS MACHINERY.

B. WHAT CAN U. S. MANUFACTURERS OFFER IN TERMS OF  
TRAINING BUYERS TO OPERATE AND POSSIBLY TO  
SERVICE THEIR EQUIPMENT?

C. THE TERMS OF CREDIT U. S. FIRMS CAN EXTEND  
COLOMBIAN PURCHASERS AND POSSIBILITIES OF EX-  
TENDING INCREASINGLY ATTRACTIVE CREDIT FACILITIES.

D. CARVAJAL HAS CONFIRMED THEY WOULD ATTEND SEMINAR.  
THEY ALSO SUGGESTED THAT SMALLER FIRMS NEED  
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PAGE 02 BOGOTA 04930 151717 Z

ADVICE ON PRICING. THEY OFTEN CHARGE ONLY FOR PAPER, INK, LABOR, ETC., BUT DO NOT CONSIDER DEPRECIATION OF MACHINERY.

2. COLOMBIANS STATE THAT THOUGH U. S. FIRMS ARE GOOD AT SUPPLYING SPARE PARTS, GERMANS ARE SUPERIOR IN OVERALL SERVICING. WE BELIEVE THIS TO BE TRUE. WE SUSPECT THAT ANOTHER CLAIM MAY ALSO BE TRUE- THAT U. S. FIRMS ARE LESS FLEXIBLE ON FINANCING.

3. TRADE SOURCES HAVE SAID FOLLOWING TYPES OF MACHINERY WOULD INTEREST THEM:  
OFFSET WEB PRESSES ( APPEAR TO HAVE EXCELLENT PROSPECTS: ONE IMPORTANT DISTRIBUTOR SPOKE VERY HIGHLY OF THE PRESSES MADE BY GAUSS)  
OFFSET SHEET PRESSES  
BOOK BINDING MACHINERY  
LUDLOW TYPE TITLING MACHINES  
FOLDING MACHINES  
MACHINES FOR INSERTING SUPPLMENTS IN ALREADY FOLDED NEWSPAPERS  
STAPLING AND SEWING MACHINES

4. -0-45 \*49. 548:5)6 &4-0#8: -45 .-:#8,346,  
TRADE SOURCES SHOWED INTEREST IN:  
PRINTING, SLOTTING, FOLDING, GLUING MACHINES  
WITH COMPLEMENTARY DIE CUTTING MACHINES.  
PACKAGING AND FILLING MACHINERY, INCLUDING VACUUM PAKCING MACHINERY.  
MACHINES FOR PRODUCING CORRUGATED PAPER ( WARD WAS SPECIFICALLY MENTIONED).

5. TWO PAPER MILLS IN CALI TURN OUT FINISHED PRODUCTS THAT REQUIRE PRINTING, SUCH AS MILK CARTONS, BAGS, CARDBOARD BOXES, AND DRUMS. EXECUTIVES OF ONE MILL HAVE ALREADY SAID THEY WOULD ATTEND A SEMINAR.

6. THE PRESIDENT OF THE ASSOCIATION OF THE GRAPHICS INDUSTRIES WILLING TO ORGANIZE THE SEMINAR, BUT HE HAS SERIOUS DOUBTS ABOUT SCHEDULE PROPOSED IN STATE 1102 39, AS DOES THE EMBASSY. THE SEMINAR AND A RECEPTION SHOULD BE HELD THE FIRST DAY, IN ORDER  
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PAGE 03 BOGOTA 04930 151717 Z

TO GENERATE MORE AND BETTER QUALITY INDIVIDUAL APPOINTMENTS. BUT IF THE SEMINAR AND RECEPTION WERE SEPARATED BY A WEEKEND FROM THE FIRST DAY OF APPOINTMENTS AS WOULD BE REQUIRED BY THE PROPOSED SCHEDULE, THEIR EFFECTIVENESS WOULD BE REDUCED. BREAKING UP THE SCHEDULE IN THIS WAY MIGHT SHARPLY REDUCE THE INTEREST OF BUSINESSMEN FROM

MEDELLIN AND THE NORTH COAST, WHO WOULD HAVE TO  
SPEND THE WEEKEND IN BOGOTA. THE EMBASSY SUGGESTS  
THEREFORE THAT THE MISSIONS FIRST WORKING DAY IN  
BOGOTA BE MONDAY NOV 26 RATHER THAN FRIDAY NOV 23.  
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